

The Mail Ego

By Terrence O'Flaherty

"Do the producers of television programs like 'Peyton Place' really enjoy watching their own shows?"

Most of them are devout believers, but not all of them are fans — like the Ford salesman who drives a Cadillac. Paul Monash, the producer of "Peyton Place," probably spoke for many others who are in the business of mass production entertainment when he said: "We are sophisticated. Most of us have college degrees. Many of us are political activists. 'Peyton Place' is not designed for us even though we design it..."

"I get the impression that the TV networks picture the average American family as a little group in the Colonial living room—Mom and Dad on the sofa, holding hands, and the kids on the wall-to-wall carpet — all laughing merrily and taking notes on the sponsor's products. Is that your idea, too?"

No. I see Dad alone in the living room, sitting in a chair that's too small for him because the decorator wouldn't let him have a comfortable one. After 7:30 he's snoring. Mom's in the kitchen with the chores. Their daughter is on the phone talking to a girl she's seen all day at school, and their son is playing drums in the basement. The world could come to an end and no one would know about it.

"Isn't there any QUIETLY noisy music left in the world? I am entertained by one rock 'n' roll number, but not a set of them. I'm a war baby myself and my hearing is acute, but that last Singer TV Special caused my dog to sit up and howl in an extraordinary manner. What can I do to protest?"

The ear plugs. I have no idea which war you are a baby of, but those of World War II have been surrounded by continuous noise since birth. They are now old enough to produce TV shows. Silence makes them as uneasy as cats on a hot tin roof. And you know how uneasy THAT is!

"When will we see the end of all this preoccupation with sex and nudity in movies?"

Eventually the act of sexual intercourse will be portrayed in every detail and every movie will have at least one — after which the public will get bored and look for something of greater substance. Then Hollywood can return to telling other kinds of stories — perhaps even stories of love.

"I have been watching 'Showcase '68' on television all summer but I missed the final program. Can you tell me who won the \$10,000?"

A seven-member rock group called "Sly And The Family Stone" was the winner, according to the three judges in Columbus, Ohio. Sly Stone is a former West Coast disc jockey.

"I was introduced to the world of music by 'The Bell Telephone Hour.' Has it really disappeared from the air after all these years?"

Recorded samplings from 28 years of Bell musical broadcasts can be heard on Sunday evenings this fall on NBC radio, under the title "Encores From The Bell Telephone Hour" (6:30 to 7 p.m. in most areas). Money once spent by the telephone company on the tranquility of good music is now being devoted to a TV study of urban disorders.

"What has become of Hermione Gingold? At one time you couldn't watch television for more than 12 hours at a stretch without

FAVORITE LUNCHES

125 million sandwiches are consumed daily in the U.S., and all of the top 20 favorites use some dairy product.

Pep Boys Names Winner of Grant

Raymond P. Robidoux of Fullerton today was named winner of the 16th annual Pep Boys Four-Year Engineering Scholarship by Murray Rosenfeld, executive vice president and general manager of the Pep Boys Auto Supply Stores.

The award pays for tuition, books, and supplies at any California state college or university. Robidoux will attend Cal Poly in Pomona. The award was officially presented to Robidoux by

Rosenfeld in a ceremony at Pep Boys' general offices in Los Angeles. Also attending was Joseph Kaplan, executive vice president of the Los Angeles Chapter of the National Safety Council.

Robidoux graduated from Savanna High School last June as an honor student. He won the scholarship in competition with high school students throughout Central and Southern California. Robidoux's award was made on the basis of his essay on

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PRESS-HERALD C-11

traffic safety, his score on an engineering aptitude examination, and his high school scholastic standing. Objective of the scholarship competition, according to Rosenfeld, "is to create a greater awareness of the need for traffic safety and to encourage our youths to come forward with practical solutions to the problem."

Competing students must write essays on the subject of "What I Would Do To Prevent Accidents and Save Lives." The panel of judges consisted of Kaplan; District Attorney Evelle J. Younger; California Highway Patrol Inspector Howard Amborne;

Cecil Zaun, supervisor of the Safety and Driver Instruction Section of the Los Angeles City Schools; and Deputy District Attorney Alan A. McCurdy.

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2 FOR 88¢
SAVE 30¢

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EVAPORATED
MILK
TALL CANS
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SAVE 16¢

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SAVE 70¢
79¢

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59¢
\$1.00 VALUE
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SAVE 40¢
4 FOR \$1

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SAVE 20¢
29¢

JERGEN'S
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99¢

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SHAMPOO
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